

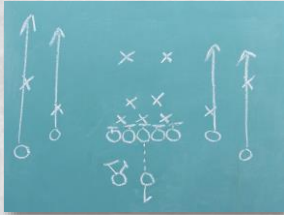
**“Public sentiment
is everything.”**

-Abraham Lincoln



The Activist Game

Offense
vs.
Defense



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The Activist Game

Offense:

- sets the **agenda**
- moves **the ball**
- scores most of the **points**
- determines the **pace** of the action
- in an endless game, can only be defeated by its own **errors & ineptitude**



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Unelected NGOs
+
Internet

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List of Demands and Targets is Endless



Endless Issues

- Emissions
- Water Quality
- Labor Practices
- Extreme Weather
- Future Catastrophe



Endless Money

- Hewlett Foundation
- Packard Foundation
- Turner Foundation
- Sea Change Foundation
- Russians?



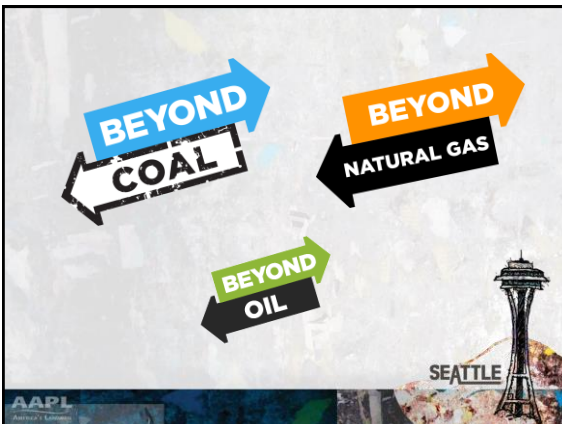
Messages

- Religion –
Dominion/Stewardship
- Morality
- Costs – Societal
- Health



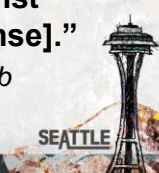
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“Population is pollution spelled inside out.”

“Childbearing [should be] a punishable crime against society [without a license].”
—*David Brower, Sierra Club*




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“We’d like to close thousands of miles of roads, and see a huge amount of retooling of local economies.”


“[W]e could bring industrial civilization to its knees.”
—*Center for Biological Diversity co-founders*




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“We must reclaim the roads and plowed land, halt dam construction, tear down existing dams, free shackled rivers and return to wilderness millions of tens of millions of acres of presently settled land.”
—*Earth First! Founder Dave Foreman*



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Pre-Election

- 8 years showed how much can be destroyed
- Revolving door b/t federal bureaucracy and activists (“NRDC mafia”)



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Post-Election

- Enviros raised a lot of money and gained members (more in eight days than rest of 2016)



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- Legal strategy: Delay, delay, delay
- “Direct action” (e.g. vandalism)
- Pressure municipalities
- Target financiers of projects
- Marches and street protests
- Camp outside homes of regulators



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The Washington Times

Green groups promise guerrilla warfare tactics to stop Keystone pipeline

“Our dedication to stop this pipeline isn’t just for the future determination of our lives as human beings but also for the future of all generations of life, and that we stay true to the understandings of protecting mother earth to the fullest degree.”

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THE DENVER POST

Hundreds swarm BLM auction in Lakewood



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Long Term Fight

- Sierra, NRDC, Greenpeace have >1,200 employees
- Millions in pension funds

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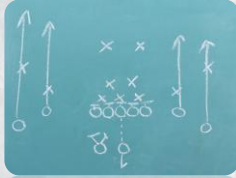


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The Activist Game

Enviros usually play offense.

Why not turn the tables?



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Activist & Leadership

**“Begin with the
End in Mind.”**



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Reframe Issues



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Reposition Opposition



Reduce Moral Authority



Ways to Play Offense

- In court
- Legislation
- Public opinion



Legal

- Greenpeace being sued under RICO Act
- Similar case: Animal rights groups settled for \$25 million in 2012/2014



Legislation

- Colo. Amendment 71
 - Future constitutional amendment measures difficult






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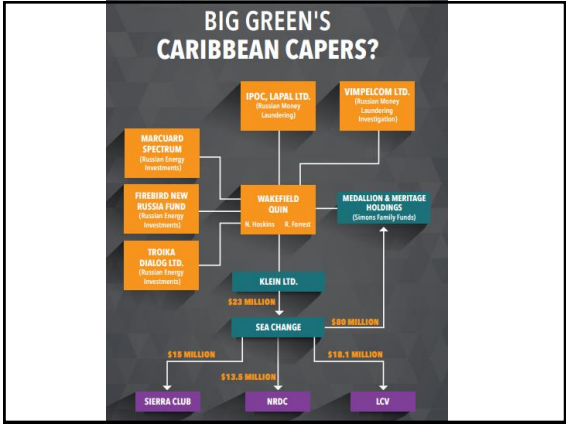
**Would you take energy
advice from the woman
who broke up The Beatles?**

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**FROM RUSSIA
WITH LOVE?**

EXAMINING LINKS BETWEEN US ENVIRONMENTAL
FUNDER AND THE KREMLIN



What would you call a radical organization that threatens to shut down 25% of our electric grid?

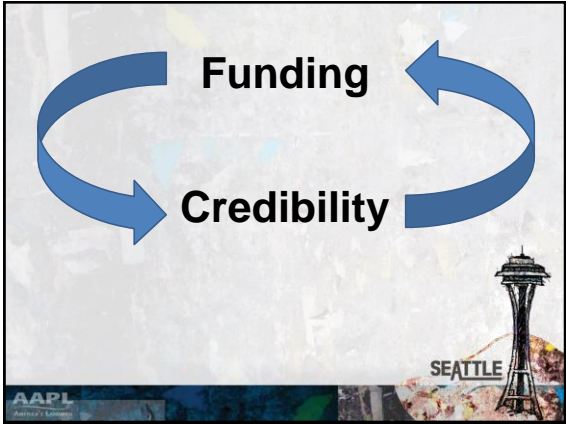
~~Anarchist~~

~~Militia~~

~~Terrorist~~

Obama's EPA





**Get Ahead of
Issues**

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AAPI

Public Opinion Polling

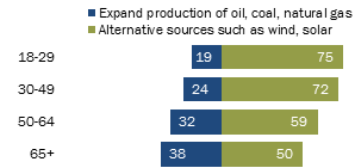
- NRDC: 48% favorable (+32 net)
- Sierra Club: 36% (+14 net)
- Food & Water Watch: 52% (+42 net)

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AAPI

Younger Americans more likely to prioritize alternative energy sources

% of U.S. adults who say ___ should be the more important priority for addressing America's energy supply

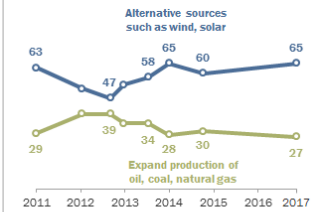


Note: Both/Don't know responses not shown.
Source: Survey conducted Jan. 4-9, 2017.

PEW RESEARCH CENTER

Most in U.S. give priority to developing alternative energy over fossil fuels

% of U.S. adults who say ___ should be the more important priority for addressing America's energy supply

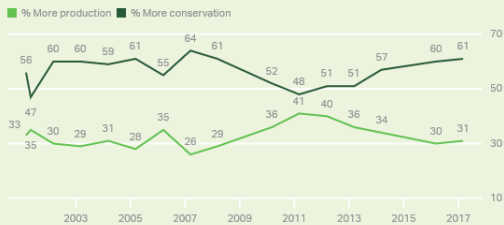


Note: Both/Don't know responses not shown.
Source: Survey conducted Jan. 4-9, 2017.

PEW RESEARCH CENTER

Preferred Approach to Solving Nation's Energy Problems

Which of the following approaches should the U.S. should follow right now -- (emphasize production of more oil, gas and coal supplies (or) emphasize more conservation by consumers of existing energy supplies)?



SOURCE: GALLUP

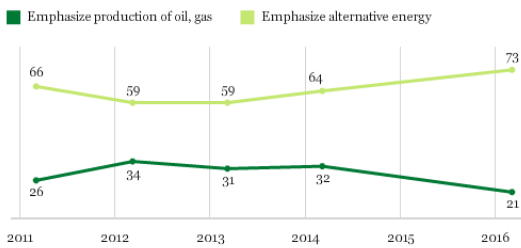
Do you favor or oppose hydraulic fracturing or "fracking" as a means of increasing the production of natural gas and oil in the U.S.?

	Favor %	Oppose %	No opinion %
2017 Mar 1-5	35	53	12
2016 Mar 2-6	36	51	13
2015 Mar 5-8	40	40	19

GALLUP

Americans' Preferred Solution to Energy Problems

Which of the following approaches to solving the nation's energy problems do you think the U.S. should follow right now?



GALLUP

Counter Messages

- **69% think domestic coal/gas use important for national security**
- **47% oppose severe coal regulations when told the cost to them**



Left alone, will things get better or worse?



Questions?

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